



January 18, 1996

TO: R. F. Kane

RE: **CUMBERLAND FARMS MANAGEMENT CONTACTS**

Dear Rich:

As a result of our initiating contact with General Managers and Regional Managers with Cumberland Farms, our position has been enhanced at store level.

Areas of impact have included:

- \* Improved contract compliance as a result of achieving a better understanding of requirements and benefits at all levels within Cumberland Farms.
- \* Developing display configurations which are better suited for individual stores/markets, but still maintain the integrity of our contracts.
- \* Gaining supplemental displays for temporary programs i.e., Forsyth Alliance, SME programs, store openings, etc.
- \* Additional cents off standard 3 pack price on RJR brands in conjunction with our Co-marketing price reductions.
- \* Supplemental advertising, interior and exterior.

As previously stated, Cumberland Farms General Managers and Regional Managers have a great deal of autonomy relative to decision making.

In establishing stronger interaction with Cumberland Farms Field Management and where we have gotten them to achieve a "Sense of Ownership" with our programs, our ability to increase our business has improved.

Sincerely,

J. L. Merusi

JLM/sec

JIM MERUSI  
Key Account Manager

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